

Three Social Media Time Savers

From Henderson County Connect

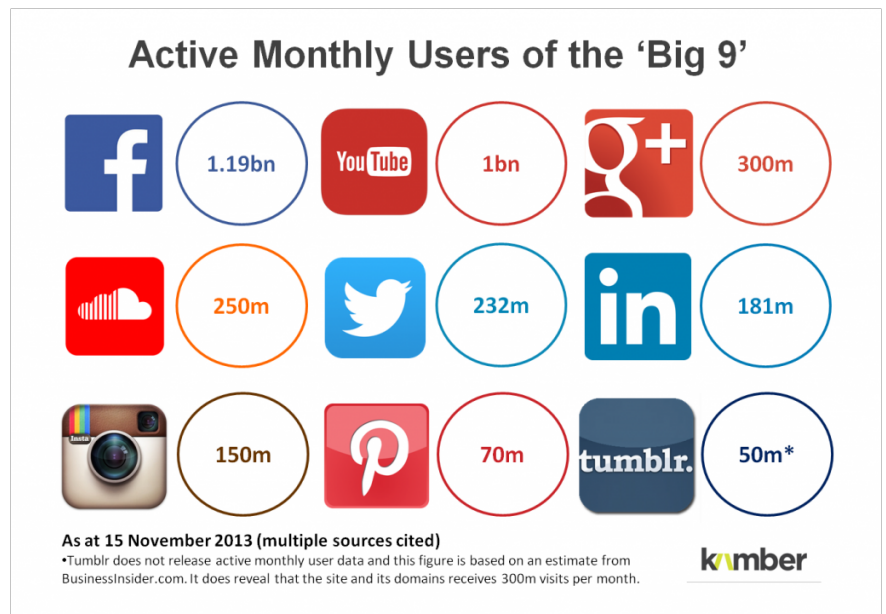
I. What we know

A. You have to be on social media. It is the modern application of the truism "location, location, location," and the trend is growing.

1. From the Pew Research Center's Internet Project:

* 74 percent of online American adults use social media sites

* 71 percent use Facebook



2. Social media isn't going away, it is morphing into "SoLoMo." According to Forbes.com:

More than 125 million U.S. consumers carry smartphones, representing 54 percent of mobile subscribers nationwide Seventy-four percent of them use their devices to access local information like directions; 38 percent wish to receive promotional messages based on their whereabouts; and 18 percent have checked in at merchants using social apps like foursquare. Facebook leads all other apps in mobile engagement, in December attracting more than 85 million unique U.S. smartphone owners.

B. It is all about content ... you have to give people a reason to visit your sites and engage. The goal is to build an online community which can then be turned into customers. The cardinal sin is being boring.

C. Have a strategy ... have a plan for what you are trying to accomplish. This presentation offers technical tips on how to manage some necessary tasks, but only you can decide what and when you are going to post.

II. Tip 1: Use Lists

A. Curation: Content is king, but where do you find content to post? The best place is from social media itself.

B. Facebook Interest Lists and Twitter Lists offer a way to "curate the stream" for your community.

C. What are lists?

1. Lists are ways to organize particular Facebook pages or Twitter accounts together. This makes it easy to follow a particular topic for curation.

2. Will only show you posts or tweets from the accounts on the list.

3. Careful! There is a difference between Interest Lists and Friend Lists on Facebook.

III. Tip 2: Use Scheduling

A. Almost every social media professional now agrees that consistent posting is a key to building an online community. How often you post or tweet is up to you -- too little and you won't catch anyone's attention, too often and people will turn you off (for most biz I'd say 1-2 Facebook posts and/or 4-5 tweets per a day).

B. Use lists to curate your community's main interests and then schedule posts throughout the week. This way you can set up an entire week's posts in one sitting.

C. Facebook allows scheduling right inside the platform.

D. Twitter requires a secondary program in order to schedule tweets. For those just getting started on Twitter I suggest TweetDeck. It is owned by Twitter and is easy to use.

IV. LinkedIn Twice a Week

A. LinkedIn is the nation's de facto business networking platform with more than 100 million in the United States. According to a Forbes magazine story:

"The virtual professional network has morphed from an online resume and networking site to a comprehensive personal branding resource."

It has more than 300 million members, including executives from every company in the Fortune 500.



B. LinkedIn is not Facebook, don't treat it that way. Think of LinkedIn as your ongoing resume and professional brand, so we really don't want to see photos of your kids. We do want to hear about what you are doing differently in your business, however. This is your place to build a "thought leader" reputation in your industry.

C. Don't wait! I see a lot of people who wait until they are out of work to try and start building their LinkedIn presence, but by then it is too late. Take 20-30 minutes twice a week and invest in your professional brand and reputation.

D. Join the Henderson County Connect Group. One of the greatest benefits of LinkedIn is the

ability to network on your own time and the Henderson County Connect Group is the first-of-its-kind, countywide online business network.

ABOUT HENDERSON COUNTY CONNECT

Henderson County Connect is dedicated to fostering ethical, professional development and mutual support of business owners, their employees and those they serve. HCC is committed to a higher purpose of learning and giving to ensure future prosperity, humility of service, excellence and generosity to the people of Henderson County, Texas.



